Application of: Woo Sung Lee

Serial No.: 10/597,056

Amendment A

## **AMENDMENTS TO THE SPECIFICATION:**

Please replace the Title of the Invention with the following amended Title:

METHOD FOR OFFERING A SEARCH WORD ADVERTISEMENT AND GENERATING A
SEARCH RESULT LIST IN RESPONSE TO THE SEARCH DEMAND OF A SEARCHER
AND A SYSTEM THEREOF AND SYSTEM FOR MANAGING ADVERTISER'S
ACCOUNT IN KEYWORD ADVERTISEMENT